

Amendments to the Specification

Please replace paragraphs [0025] and [0026] with the following paragraphs:

[0025] Referring to FIG. 5, when the photographic apparatus is rotated clockwise from approximately 300° (~~9 o'clock~~ approximately 10 O'clock position) to approximately 90° (approximately 3 o'clock O'clock position) (based on 0° corresponding to the twelve o'clock O'clock position), the rotation angle θ is less than or equal to approximately 150°. Consequently, when the photographic apparatus 160 is generally oriented in the direction "A" (which corresponds to approximately 90° position), the image created by the photographic apparatus 160 is correctly reproduced on the LCD screen 140 with respect to orientation. Also, when the rotation angle θ is less than or equal to approximately 150° between the approximately 300° and approximately 90° positions, the magnetic flux sensor 210 and magnet 200 are not relatively approximately positioned to each other.

[0026] However, when the photographic apparatus 160 is rotated counterclockwise from approximately 300° position to approximately 270° position (based on 0° corresponding to the ~~twelve o'clock~~ 12 O'clock position and 270° corresponding to the ~~nine o'clock~~ 9 O'clock position) so that the rotation angle θ exceeds approximately 150°, the photographic apparatus 160 is inversely positioned between the approximately 300° and approximately 270° positions and faces the user (*i.e.*, the photographic apparatus 160 is directed in the same general direction "B" as the LCD screen 140 and corresponds to approximately 270° position), as shown in FIG. 6. Consequently, the image photographed by the photographic apparatus 160 is inverted since the rotation of the photographic apparatus 160 is more than approximately 150°. This results in the photographic apparatus 160 as being oriented upside-down. However, rotation of the photographic apparatus 160 also results in positioning the magnet 200 approximate to the magnetic flux sensor 210. Upon detecting a magnetic flux density, the sensor 210 emits a signal to the printed circuit board 120, which inverts the image to be correctly reproduced on the LCD screen 140.